

Yahia Eladl

CEO, IcaruZen Business Solutions · Creative Director · UI/UX, Brand & Motion Designer

Mansoura, Egypt · yehya.cv@gmail.com · yahiaeladl.art · linkedin.com/in/yahia-eladl · behance.net/yehyaeladle

PROFILE

Creative leader who grew through every stage of a design team — designer, team leader, CEO — and now runs IcaruZen Business Solutions, a digital marketing agency serving clients across several countries. Hands-on across UI/UX, branding, video editing and ad direction, plus WordPress and Flutter development, with a proven ability to build teams, set standards, and deliver polished client work on time.

EXPERIENCE

Oct 2025 – Present Mansoura · Dubai	IcaruZen Business Solutions · Digital Marketing Agency Chief Executive Officer <i>Apr 2026 – Present</i> - Lead the agency end to end: strategy, client relationships, project pipeline, pricing, and creative direction. - Oversee delivery across branding, web/UI, social media, and paid campaigns for clients in Egypt and the Gulf. - Own team structure, hiring, and quality standards; lead key pitches and turn briefs into scoped proposals. Design Team Leader <i>Jan 2026 – Mar 2026</i> - Led the UI and graphic design team; planned sprints, introduced a shared design system, and reviewed every client deliverable. UI/UX Designer <i>Oct 2025 – Dec 2025</i> - Designed websites, landing pages, and brand identities for healthcare, travel, and service clients. - Delivered Figma flows from wireframe to prototype (responsive, Arabic RTL) and built client sites on WordPress.
	Sep 2024 – Dec 2024 Playmaker · Creative Agency Creative Team Member - Core member of the creative team; concepted and produced visual identities, social campaigns, and UI work. - Directed, edited, and mixed ad videos end to end — script, voice-over, sound design, and motion graphics.
	Nov 2023 – Aug 2024 Advertema · Advertising Agency Team Leader — UI & Graphic Design <i>May 2024 – Aug 2024</i> - Promoted within six months to lead the UI and graphic designers; coordinated briefs, timelines, and quality reviews. Graphic & UI Designer <i>Nov 2023 – Apr 2024</i> - Produced branding, social media creatives, and website UI for agency clients across multiple industries.
Jan 2022 – Aug 2024	Freelance — Social Media & Brand Design · Social media design and brand identities for small businesses and personal brands

LEADERSHIP & VOLUNTEERING

Aug 2023 – Aug 2024	CIS Team — Mansoura University · PR Specialist Managed public relations, accounts, and communications with the university and partners.
Oct 2022 – Oct 2023	MEGA Team — Mansoura University · Media Head Headed the media team: visual identity, content production, and coverage for student events. Also: UNICEF student volunteer · IEEE Mansoura University Student Branch member

EDUCATION & SERVICE

Bachelor of Computer Science · Mansoura University, Egypt — GPA 3.2 / 4.0 · 2024

Egyptian Armed Forces — Mandatory Service · Completed with a “Good” (حسن) rating · Jan 2025 – Sep 2025

CERTIFICATIONS

ITI, Egypt · Flutter & Mobile Application Development · **NTI, Egypt** · Web Design

SKILLS

Leadership & Strategy Team leadership · Creative direction · Client management · Project planning · Problem solving

Design UI/UX · Branding & identity · Design systems · Social media design · Ad concepting · Arabic RTL layouts

Video & Audio Ad directing · Video editing & montage · Motion graphics · Audio mixing · Voice-over

Development WordPress websites · Web design (HTML/CSS) · Flutter mobile apps

Tools Figma · Adobe Creative Cloud (Photoshop, Illustrator, Premiere Pro, After Effects, Audition, Lightroom, InDesign, XD)

Languages Arabic (native) · English (professional)